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Printing Making Long Strides In New Technology

By EDWARD BLANK

Director, Production Management and New Developments, New York Employing Printers Assn.

Large scale, fast moving technological developments are enabling printers and other producers of graphic arts products to serve customer needs in increasingly better fashion.

Prime motivation for new technologies in the printing industry, as in other industries, is to stimulate more buying of its products through efficiency and economy of operations. The printer's customer thus becomes a beneficiary of methods, equipment and materials which save time and labor, and increase quality.

Goal of new approaches to putting ink on paper is the object of intensive research and development. There will quite probably be more technological changes in the graphic arts industry within the next 15 years than have taken place in the past 500.

Research and development programs are being conducted not only by the well known equipment and supply manufacturers in the graphic arts field, but have attracted interest as well from other industrial giants concerned with growth and diversification.

Since much of the new equipment is apt to be expensive, it could quite possibly affect structure and operations of printing companies. Specialization may be one answer, so that the printer can concentrate on one type of equipment without necessity to invest heavily in many different kinds of machines.

In order for the customer to reap fully the benefit of new equipment and production techniques, he should

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Franklin Award Medalist for 1961



Allen W. Dulles, Director, U.S. Central Intelligence Agency

This year, the New York Employing Printers Association is presenting its Franklin Award to Allen W. Dulles, high administrator in world affairs and the security of his country.

Mr. Dulles has been the director of the Central Intelligence Agency of the United States, frequently described as this country's "first line of de-

fense," since 1953. Originally appointed by President Eisenhower, he was one of the very first men in high government posts to be asked to continue through the new administration.

Mr. Dulles is being honored by the printing industry as "a dedicated guardian of America's security in a

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Fresh Concepts Extend Horizons Of Graphic Arts

There is an added dimension to this year's Printing Week in New York. It is embodied in the theme, "New Directions."

All segments of the graphic arts are turning in new directions. It is not an abrupt turning, but one which has been slowly but strongly gathering impetus. In 1961, it appears to have reached the point of definition and practice. It is still in the process of early evolution and development. Ultimate destination may be as yet uncharted, but many of the signposts are clearly marked.

New directions are observed in graphic arts technology. New processes, new materials, improved methods, changes in equipment and technical tools are everywhere apparent, and their impact is being felt in all branches of the industry.

New Management Directions

Management is taking new directions in thinking and procedures as the printing industry makes note of fresh concepts of the role of the executive to conform with changing business and economic structures. There are new directions in salesmanship, in markets, in production.

And there are definitely new directions in the uses and purposes of graphic arts products. The printing creators and buyers are adapting their efforts to changes in techniques of selling, promotion and distribution. Printing must be designed and channelled to fit new public moods and purchasing habits. For other fields, culture and education have become big business. Printing must answer the requirements of a populace seeking knowledge on wider horizons than ever before.

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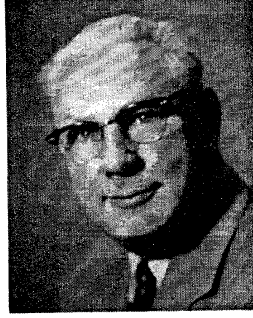
Industry Leaders Point Up 'New Directions' as Theme of Printing Week



DONALD B. THRUSH (Thrush Press), board chairman, New York Employing Printers Assn., is making presentation of Franklin Award to Allen W. Dulles during program of Printing Week Dinner taking place at Hotel Commodore Jan. 16.



DON H. TAYLOR carries out key responsibilities in direction and management of plans and programs for observance of Printing Week in New York. President of New York Employing Printers Assn., he has been prominent in industry many years.



LOUIS VAN HANSWYK (Lou Van Ty-pographers) represents industry's share-your-knowledge organization which has long been a leading participant in Printing Week affairs. He is president, Club of Printing House Craftsmen of New York.



WILLIAM H. WALLING (Publishers Printing-Rogers Kellogg Corp.), noted as eloquent spokesman for industry, serves as toastmaster for Printing Week Dinner. He is a past president of Printing Industry of America, and also of the NYEPA.

Award Recipient Noted as Leader On World Scene

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turbulent world not yet committed to the ideal of Benjamin Franklin." And one who has "protected the freedom of our people against the forces which have destroyed freedom wherever in the world it was left unguarded."

Prior to his position as CIA head, Mr. Dulles served with exceptional success in key responsibilities overseas with the Office of Strategic Services during World War II. From October of 1942 until the end hostilities he headed the OSS in Switzerland. He is credited with much of the behind-the-scenes work that led to surrender of German troops in Italy in 1945.

For his wartime services, Mr. Dulles received from the U. S. government the Medal for Merit and Presidential Citation, and the Medal of Freedom. Order of Maurizio e Lazzaro was awarded by Italy; Legion of Honor, rank of officer, by the French government; Order of Leopold by Belgium.

The Medal for Merit citation to Mr. Dulles noted his "exceptionally meritorious conduct in the performance of outstanding services as chief of the foremost undercover operations conducted by the Office of Strategic Services on behalf of the United States Government from November, 1942 to October, 1945." It was noted that within a year, he had "effectively built up an intelligence network em-

ploying hundreds of informants and operatives, reaching into Germany, Yugoslavia, Czechoslovakia, Bulgaria, Hungary, Spain, Portugal and North Africa, and completely covering France, Italy, and Austria."

Among Mr. Dulles' notable achievement during that period were listed "first reports, as early as May, 1943, of the existence of a German experimental laboratory at Peenemunde for testing of a rocket bomb, report on the flooding of Belgian and Dutch coastal areas long before similar information came in from other sources, report on rocket bomb installations in the Pas de Calais, and reports on damage inflicted by Allied Air Forces as a result of raids on Berlin and other German, Italian, and Balkan cities, which were forwarded within two or three days of operations."

Mr. Dulles was credited with "superior diplomacy and efficiency," in building up for the United States "enormous prestige among leading figures of occupied nations taking refuge in Switzerland." The citation also states that Mr. Dulles "carried out his assignments under extremely hazardous conditions, and despite the constant observation of enemy agents was able to fulfill his duties in a manner reflecting the utmost credit on himself and his country."

Courage and Wisdom Cited

After the German collapse, Mr. Dulles headed the OSS mission to Germany which supplied "highly important and essential intelligence to the American Military Government, occupation and diplomatic offices."

The citation concludes:

"His courage, rare initiative, exceptional ability, and wisdom provided an inspiration for those who worked with him and materially furthered the war effort of the United Nations."

In 1948 he was appointed chairman of a three-man committee to survey the United States intelligence system. In this capacity he gained a thorough understanding of the Central Intelligence Agency as it had developed up to that time since its official establishment in 1947. Mr. Dulles joined the staff of CIA director Walter Bedell Smith in the fall of 1950.

Mr. Dulles, a native of Watertown, N. Y., was born in 1893. There have been three Secretaries of State in the Dulles family, including Allen's brother, the late John Foster Dulles. Allen's grasp of international affairs was demonstrated at a tender age. When he was eight years old he wrote a book "The Boer War: a History."

His service in the diplomatic corps began in 1916, after graduation from Princeton with A.B. and M.A. degrees, and travel and teaching in the Far East. Mr. Dulles was stationed in Vienna, Bern, Berlin, Constantinople, and Washington. He was a member of the American commission to negotiate peace at the Paris Peace Conference in 1918-19; U. S. delegate to the Arms Traffic Conference in 1925, and to the Preparatory Disarmament Conference in 1926.

Calendar

Jan. 15-21: **PRINTING WEEK IN NEW YORK 1961.** Annual week-long observances highlighted by City Hall ceremonies, 19th Exhibition of Printing, Printing Week Dinner, "New Directions" Workshops, meetings and other special events.

Jan. 15: **NEW YORK SCHOOL OF PRINTING, NEWMAN CLUB.** Communion Breakfast, 9:00 a.m.

Jan. 16: **CITY HALL CEREMONIES,** commemorating 255th birthday of Benjamin Franklin, broadcast over WNYC, followed by wreath-laying at Franklin statue. 12 noon.

Jan. 16: **NEW YORK EMPLOYING PRINTERS ASSN.** Printing Week Dinner. Presentation of Franklin Award for Distinguished Service to Allen W. Dulles, director of Central Intelligence Agency. Hotel Commodore, 6:30.

Jan. 16-19: **19th EXHIBITION OF PRINTING.** East ballroom, Hotel Commodore, noon to 10:00.

Jan. 16-Feb. 3: **THE LIBRARY OF IDEAS.** Second Pharmaceutical Direct Mail Exhibit. Mead Papers, 230 Park Ave. Weekdays, 9:30-5:30.

Jan. 16-20 (continued): **AMERICAN INSTITUTE OF GRAPHIC ARTS.** Cassandre Poster Show. AIGA Headquarters, 5 East 40th St., 9 to 5 daily.

Jan. 16-20 (continued): **GALLERY 303.** 33rd Annual Design in Chicago Printing Exhibition organized by Chicago's Society of Typographic Arts. The Composing Room, Inc., 130 West 46th St. Weekdays, noon to 6:00.

Jan. 17: **ASSN. OF ADVERTISING MEN AND WOMEN.** Speaker: Gene Kohn (Grey Advertising Agency). Topic: "Of Mountains and Molehills." Hotel Biltmore, 7:00.

Jan. 18: **AMERICAN INSTITUTE OF GRAPHIC ARTS.** Trade Book Clinic. Topic: Producing the right book for the market. Speakers: Ray Freeman (Random House); Walter W. Freese (Hastings House, Publishers, Inc.). Skyline Roof. Hotel Shelburne, Lunch 12:30.

Jan. 17: **ADVERTISING TYPOGRAPHERS ASSN. NEW YORK GROUP.** Monthly meeting. Hotel Vanderbilt, 6:30.

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